

## **For Immediate Release**

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## **ELECTRIC RAIN RELEASES SWIFT 3D v6.0 FOR WINDOWS AND MACINTOSH**

### **Flagship 3D animation software for Adobe Flash adds powerful modeling and texturing tools, improved lighting and scene development capabilities and huge performance increases**

Boulder, CO – June 8, 2009 – Today Electric Rain presented Adobe® Flash® designers with a new version of its popular Swift 3D® software. Swift 3D version 6.0 adds exciting capabilities to enhance its already robust feature set, enabling 3D designers of all levels to introduce 3D to their projects with minimal effort and no limitations. With the addition of Boolean operations, advanced texturing and bump mapping, PaperVision3D v2.0 export, 5x increases in rendering speed, and support for cloning and arrays, there is something for everyone in this release.

Electric Rain's intuitive and easy-to-use Swift 3D is already the de-facto application for designers exporting vector and raster-based 3D animations to Adobe Flash, as well as to video and common vector-based formats, such as Adobe Illustrator® and EPS. Initially a pioneer in the 3D-to-vector world, Swift 3D is now accepted as a highly-capable and versatile 3D authoring application, while maintaining its reputation as the marquee tool for producing vector-based 3D content for Flash.

"The feature set we're releasing with V6 brings Swift 3D into line with much more expensive 3D tools on the market," said Mike Soucie, CEO of Electric Rain. "And it does so without sacrificing the approachability designers have grown to appreciate with our applications. V6 builds upon the legacy of the Swift 3D product line and we have gone to great lengths to continue to add powerful modeling, texturing and export capabilities that rivals the power found in high-end 3D applications while maintaining a designer-friendly workflow. Besides that, Swift 3D is rendering *really* fast now!"

### **The most anticipated features of Swift 3D 6.0 are:**

- Boolean Operations with non-destructive union, intersection and subtraction options
- Up to 5 times faster rendering and multi-processor support with raster export
- PaperVision3D v2.0 export for real-time 3D object display in Flash

- Clone and array tools for easy multi-object editing and rich scene development
- Bump map material support and advanced texture mapping for maximum 3D realism
- Background tracing images and multi-path support within Extrusion and Lathe Editors
- Advanced lighting with soft shadow rendering and improved viewport camera controls

While useful features continue to augment Swift 3D's quick-and-easy 3D production environment, rendering performance improves significantly with this release. The EMO ray tracer renderer powering Swift 3D's image and video export has been drastically improved to the tune of a five-fold increase in rendering speeds. V6 also adds support for utilizing today's multi-processor machines, and with the addition soft shadow rendering Swift 3D is clearly challenging the more expensive 3D video production applications, minus the premium price. Swift 3D v6.0 continues to offer the widest range of vector rendering options, with a multitude of fill and outline choices, artistic pen styles and built-in optimization tools.

Swift 3D v6.0 for Windows and Macintosh is now available online from Electric Rain for \$249.00 USD. Upgrades from previous versions start at \$99.00. For more information on Swift 3D v6.0 please visit: <http://www.erain.com/products/swift3d/?erain=v6pr>

### **About Electric Rain**

Electric Rain is a Boulder, Colorado-based software company with a vision of bringing easy-to-use multimedia creation and editing tools to business and design professionals. Electric Rain has become the industry-leading developer of 3D Adobe Flash solutions, selling over 70,000 units of its flagship product Swift 3D. Electric Rain's partners include Adobe, Autodesk, and Microsoft. For more information, please visit <http://www.erain.com/?erain=v6pr>.